

What is claimed is:

1. A computer-assisted method for determining a potential effectiveness of a survey question, comprising the activities of:
 - 5 segregating a plurality of responses to a survey question into a plurality of categories;
 - determining a response distribution for each of the plurality of categories;
 - calculating a box score and a difference score for the survey question from the response distributions; and
 - 10 using the box score and the difference score to obtain an effectiveness score for the survey question.
2. The method of claim 1, evaluating the survey question based on the effectiveness score.
- 15 3. The method of claim 1, wherein the plurality of categories are top 2 box categories.
4. The method of claim 1, wherein the plurality of categories are top 3 box categories.
- 20 5. The method of claim 1, wherein the response distribution for a category can be determined by dividing a number of responses associated with the category by a total number of the plurality of responses.
- 25 6. The method of claim 1, wherein the box score can be calculated by adding a top box response percent to a bottom box response percent, subtracting an ideal distribution of neutrals percent, and multiplying an absolute value of a result by 100.

7. The method of claim 1, wherein the difference score can be calculated by subtracting a bottom box response percent from a top box response percent and multiplying an absolute value of a result by 100.
- 5 8. The method of claim 1, wherein the box score can be added to the difference score to obtain the effectiveness score.
9. A machine-readable medium storing instructions for activities comprising:
 - 10 segregating a plurality of responses to a survey question into a plurality of categories;
 - determining a response distribution for each of the plurality of categories;
 - calculating a box score and a difference score for the survey question from the response distributions; and
 - 15 using the box score and the difference score to obtain an effectiveness score for the survey question.
10. An apparatus for determining a potential effectiveness of a survey question, comprising:
 - 20 means for segregating a plurality of responses to a survey question into a plurality of categories;
 - means for determining a response distribution for each of the plurality of categories;
 - means for calculating a box score and a difference score for the survey question from the response distributions; and
 - 25 means for using the box score and the difference score to obtain an effectiveness score for the survey question